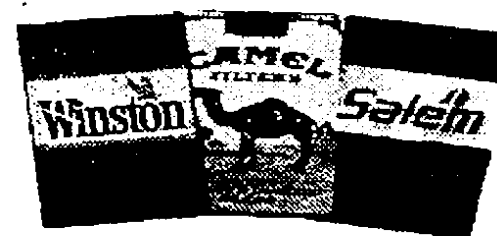




**Shop Rite Supermarkets**  
**Cigarette Carton Merchandiser Planograms**  
**March 1994**



*R. J. Reynolds Tobacco Co.*

**SHOPRITE SUPERMARKETS INC.  
CIGARETTE CARTON MERCHANDISING  
PLAN - O - GRAM**

STANDARD PRICE
R. J. REYNOLDS
R. J. REYNOLDS
LORILLARD
LORILLARD
P. MORRIS
P. MORRIS
P. MORRIS
12 WIDE

STANDARD PRICE
R. J. REYNOLDS
R. J. REYNOLDS
LORILLARD
BROWN & WILLIAMSON
P. MORRIS
P. MORRIS
P. MORRIS
12 WIDE

STANDARD PRICE
R. J. REYNOLDS
R. J. REYNOLDS
LORILLARD
BROWN & WILLIAMSON
AMERICAN
LIGGETT & MYERS
P. MORRIS
12 WIDE

PRICE VALUE
R. J. REYNOLDS
R. J. REYNOLDS
LORILLARD R.J.R. 6 ROWS 3 ROWS
BROWN & WILLIAMSON
AMERICAN
P. MORRIS
P. MORRIS
9 WIDE

PRICE VALUE
R. J. REYNOLDS
R. J. REYNOLDS
R. J. REYNOLDS
L & M AMERICAN 2 ROWS 7 ROWS
AMERICAN
P. MORRIS
P. MORRIS
9 WIDE

COMPANY
PHILIP MORRIS
R. J. REYNOLDS
LORILLARD
BROWN & WILLIAMSON
AMERICAN
LIGGETT & MYERS
TOTAL

% MARKET	% RACK
46.2%	31.7%
20.2%	31.7%
17.6%	14.3%
8.0%	8.7%
6.6%	9.8%
1.4%	3.7%
100%	100%

# STD PRICE ROWS	# P. VALUE ROWS
84	36
72	48
48	6
24	9
12	25
12	2
252	126

TOTAL # ROWS
120
120
54
33
37
14
378

PLAN - O - GRAM EFFECTIVE IN THE FOLLOWING STORES:

# 101 - STATEN ISLAND, NY

JERRY VOLK  
AUTHORIZED BY

APRIL 1, 1994  
DATE EFFECTIVE

**SHOPRITE SUPERMARKETS INC.  
CIGARETTE CARTON MERCHANDISING  
PLAN-O-GRAM**

STANDARD PRICE	STANDARD PRICE	STANDARD PRICE	STANDARD PRICE	PRICE VALUE
R. J. REYNOLDS	R. J. REYNOLDS	R. J. REYNOLDS	R. J. REYNOLDS	R. J. REYNOLDS
R. J. REYNOLDS	R. J. REYNOLDS	R. J. REYNOLDS	R. J. REYNOLDS	R. J. REYNOLDS
LORILLARD	LORILLARD	LORILLARD	LORILLARD	LORILLARD B & W 6 ROWS 6 ROWS
BROWN & WILLIAMSON	BROWN & WILLIAMSON	BROWN & WILLIAMSON	AMERICAN	AMERICAN
P. MORRIS	P. MORRIS	P. MORRIS	LIGGETT & MYERS	L & M P. MORRIS 2 ROWS 10 ROWS
P. MORRIS	P. MORRIS	P. MORRIS	P. MORRIS	P. MORRIS
P. MORRIS	P. MORRIS	P. MORRIS	P. MORRIS	P. MORRIS
12 WIDE	12 WIDE	12 WIDE	12 WIDE	12 WIDE

COMPANY	% MARKET	% RACK	# STD PRICE ROWS	# P. VALUE ROWS	TOTAL # ROWS
PHILIP MORRIS	46.2%	37.1%	132	24	156
R.J. REYNOLDS	20.2%	28.6%	96	24	120
LORILLARD	17.6%	12.9%	48	6	54
BROWN & WILLIAMSON	8.0%	10.0%	36	6	42
AMERICAN	6.6%	8.1%	12	22	34
LIGGETT & MYERS	1.4%	3.3%	12	2	14
TOTAL	100%	100%	336	84	420

**PLAN-O-GRAM EFFECTIVE IN THE FOLLOWING STORES:**

# 106 - SPOTSWOOD, NJ

**JERRY VOLK**  
AUTHORIZED BY

**APRIL 1, 1994**  
DATE EFFECTIVE

# **SHOPRITE SUPERMARKETS INC. CIGARETTE CARTON MERCHANDISING PLAN-O-GRAM**

STANDARD PRICE	STANDARD PRICE	STANDARD PRICE	PRICE VALUE
R.J. REYNOLDS	R.J. REYNOLDS	R.J. REYNOLDS	R.J. REYNOLDS
R.J. REYNOLDS	R.J. REYNOLDS	R.J. REYNOLDS	R.J. REYNOLDS
R.J. REYNOLDS	LORILLARD	LORILLARD	R.J. REYNOLDS
BROWN & WILLIAMSON	LORILLARD	LORILLARD	LORILLARD B & W 6 ROWS 6 ROWS
BROWN & WILLIAMSON	LIGGETT & MYERS	AMERICAN	AMERICAN
P. MORRIS	P. MORRIS	P. MORRIS	AMERICAN L & M 10 ROWS 2 ROWS
P. MORRIS	P. MORRIS	P. MORRIS	P. MORRIS
12 WIDE	12 WIDE	12 WIDE	12 WIDE

COMPANY	% MARKET	% RACK	# STD PRICE ROWS	# P. VALUE ROWS	TOTAL # ROWS
PHILIP MORRIS	46.2%	25.0%	72	12	84
R.J. REYNOLDS	20.2%	35.7%	84	36	120
LORILLARD	17.6%	16.1%	48	6	54
BROWN & WILLIAMSON	8.0%	8.9%	24	6	30
AMERICAN	6.6%	10.1%	12	22	34
LIGGETT & MYERS	1.4%	4.2%	12	2	14
TOTAL	100%	100%	252	84	336

## **PLAN-O-GRAM EFFECTIVE IN THE FOLLOWING STORES:**

#145 - STATEN ISLAND, NY    #313 - WATERBURY, CT    #317 - WETHERSFIELD, CT    #327 - MANCHESTER, CT  
 #337 - NORWICH, CT    #339 - MIDDLETOWN, CT    #341 - WILLIMANTIC, CT    #357 - GROTON, CT  
 #367 - BRISTOL, CT    #521 - PHILADELPHIA, PA    #559 - BENSALEM, PA    #579 - NORRISTOWN, PA

**JERRY VOLK**  
 AUTHORIZED BY

**APRIL 1, 1994**  
 DATE EFFECTIVE

**SHOPRITE SUPERMARKETS, INC.  
CIGARETTE CARTON MERCHANDISING  
PLAN-O-GRAM**

STANDARD PRICE
R. J. REYNOLDS
R. J. REYNOLDS
BROWN & WILLIAMSON
P. MORRIS
P. MORRIS
12 WIDE

STANDARD PRICE
R. J. REYNOLDS
R. J. REYNOLDS
BROWN & WILLIAMSON
P. MORRIS
P. MORRIS
12 WIDE

STANDARD PRICE
R. J. REYNOLDS
LORILLARD
LORILLARD
LIGGETT & MYERS
P. MORRIS
12 WIDE

STANDARD PRICE
R. J. REYNOLDS
LORILLARD
LORILLARD
AMERICAN
P. MORRIS
12 WIDE

PRICE VALUE
R. J. REYNOLDS
LORILLARD R.J.R. 6 ROWS 3 ROWS
B & W L & M ATC 5 ROWS 2 ROWS 2 ROWS
AMERICAN
P. MORRIS
9 WIDE

COMPANY
PHILIP MORRIS
R. J. REYNOLDS
LORILLARD
BROWN & WILLIAMSON
AMERICAN
LIGGETT & MYERS
TOTAL

% MARKET	% RACK
46.2%	30.0%
20.2%	30.9%
17.6%	16.4%
8.0%	8.8%
6.6%	9.7%
1.4%	4.2%
100%	100%

# STD PRICE ROWS	# P. VALUE ROWS
72	27
72	30
48	6
24	5
12	20
12	2
240	90

TOTAL # ROWS
99
102
54
29
32
14
330

PRICE VALUE
R. J. REYNOLDS
R. J. REYNOLDS
AMERICAN
P. MORRIS
P. MORRIS
9 WIDE

PLAN-O-GRAM EFFECTIVE IN THE FOLLOWING STORES:

# 351 - BROOKFIELD, CT

JERRY VOLK  
AUTHORIZED BY

APRIL 1, 1994  
DATE EFFECTIVE